

**EXHIBIT H TO**  
**FORD MOTION IN LIMINE**

FB&A  
1/08  
#1302

SCREENER - W

Hello. My name is \_\_\_\_\_, and I am with \_\_\_\_\_. We are conducting a very brief survey today on hair care products and would like to include your opinions.

1.0 RECORD GENDER:

X 1. male \_\_\_\_\_  
\_\_\_\_\_ 2. female \_\_\_\_\_  
CHECK SCREENING QUOTA. CONTINUE.

1.1 So that we can get a mix of individuals in various age categories, would you please tell me if you are...

READ LIST. RECORD RESPONSE WITH AN 'X.'

\_\_\_\_\_ 1. under 18 TERMINATE.  
\_\_\_\_\_ 2. 18 to 34 \_\_\_\_\_  
\_\_\_\_\_ 3. 35 to 54 CHECK SCREENING QUOTA. CONTINUE.  
X 4. 55 or over \_\_\_\_\_  
\_\_\_\_\_ 5. refused DO NOT READ. TERMINATE.

2.0 Within the past six months, have you purchased any of the following hair care products?

READ LIST. RECORD RESPONSES WITH AN 'X.'

	Yes	No	Don't Recall
- shampoo? . . . . .	<u>X</u> 1.	_____ 2.	_____ 3.
- conditioner? . . . . .	<u>X</u> 1.	_____ 2.	_____ 3.
- hair spray, styling gel, mousse, or pomade? . . . . .	<u>X</u> 1.	_____ 2.	_____ 3.
- straightener? . . . . .	<u>X</u> 1.	_____ 2.	_____ 3.
- dyes, rinses, highlighter or hair mascara? . . . . .	<u>X</u> 1.	_____ 2.	_____ 3.
- hair glitter? . . . . .	<u>X</u> 1.	_____ 2.	_____ 3.
- hair removing creams? . . . . .	<u>X</u> 1.	_____ 2.	_____ 3.

CONTINUE.

VS - Ford 0536

- 2.1 Within the next six months, are you likely to purchase any of the following hair care products?

READ LIST. RECORD RESPONSES WITH AN 'X.'

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
- shampoo? . . . . .	<u>X</u> 1.	2.	3.
- conditioner? . . . . .	<u>X</u> 1.	2.	3.
- hair spray, styling gel, mousse, or pomade? . . . . .	<u>X</u> 1.	2.	3.
- straightener? . . . . .	<u>X</u> 1.	2.	3.
- dyes, rinses, highlighter or hair mascara? . . . . .	<u>X</u> 1.	2.	3.
- hair glitter? . . . . .	<u>X</u> 1.	2.	3.
- hair removing creams? . . . . .	<u>X</u> 1.	2.	3.

IF 'YES,' TO ANY, CONTINUE;  
OTHERWISE, TERMINATE.

- 3.0 Do you, or does anyone else in your home, work for...

READ LIST. RECORD RESPONSES WITH AN 'X.'

	<u>Yes</u>	<u>No</u>
- an advertising agency or marketing research firm? . . . . .	1.	<u>X</u> 2.
- a retail store or company that makes, sells, or distributes any hair care products? . . . . .	1.	<u>X</u> 2.

IF 'YES' TO EITHER, TERMINATE.  
IF 'NO' TO BOTH, CONTINUE.

- 4.0 Other than a political poll, during the past three months, have you participated in any marketing research surveys, including online surveys?

RECORD RESPONSE WITH AN 'X.'

X 1. yes TERMINATE.  
2. no/don't recall CONTINUE.

- 4.1 During the past month, have you heard anything about the subject of any of the interviews we are conducting here at the mall?

RECORD RESPONSE WITH AN 'X.'

1. yes TERMINATE.  
2. no CONTINUE.

- 5.0 Do you usually wear contact lenses or eyeglasses when you are reading?

RECORD RESPONSE WITH AN 'X.'

1. yes CONTINUE.  
2. no GO TO --> INVITATION TO INTERVIEW.

5.1 Do you have them with you at this time?  
**RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_ 1. yes **CONTINUE.**

\_\_\_\_ 2. no **TERMINATE.**

5.2 Will you please wear them during the rest of the interview?  
**RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_ 1. yes, agreed **CONTINUE.**

\_\_\_\_ 2. no, refused **TERMINATE.**

**INVITATION TO INTERVIEW:**

We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please?

**RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_ 1. yes, agreed **CONTINUE.**

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\_\_\_\_ 2. female

1.1 So that we can get a mix of individuals in various age categories, would you please tell me if you are...  
READ LIST. RECORD RESPONSE WITH AN 'X.'

- \_\_\_\_ 1. under 18      TERMINATE.  
\_\_\_\_ 2. 18 to 34  
\_\_\_\_ 3. 35 to 54      CHECK SCREENING QUOTA. CONTINUE.  
X 4. 55 or over  
\_\_\_\_ 5. refused DO NOT READ. TERMINATE.

2.0 Within the past six months, have you purchased any of the following hair care products?  
READ LIST. RECORD RESPONSES WITH AN 'X.'

	<u>Yes</u>	<u>No</u>	<u>Don't Recall</u>
- shampoo? . . . . .	<u>X</u> 1.	____ 2.	____ 3.
- conditioner? . . . . .	<u>X</u> 1.	____ 2.	____ 3.
- hair spray, styling gel, mousse, or pomade? . . .	<u>X</u> 1.	____ 2.	____ 3.
- straightener? . . . . .	<u>X</u> 1.	____ 2.	____ 3.
- dyes, rinses, highlighter or hair mascara? . . . . .	<u>X</u> 1.	____ 2.	____ 3.
- hair glitter? . . . . .	<u>X</u> 1.	____ 2.	____ 3.
- hair removing creams? . .	<u>X</u> 1.	____ 2.	____ 3.

CONTINUE.

- 2.1 Within the next six months, are you likely to purchase any of the following hair care products?

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	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
- shampoo? . . . . .	<u>X</u> 1.	2.	3.
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- a retail store or company that makes, sells, or distributes any hair care products? . . . . .	1.	<u>X</u> 2.

IF 'YES' TO EITHER, TERMINATE.  
IF 'NO' TO BOTH, CONTINUE.

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RECORD RESPONSE WITH AN 'X.'

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1. yes TERMINATE.  
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RECORD RESPONSE WITH AN 'X.'

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\_\_\_\_ 2. no TERMINATE.

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	<u>Yes</u>	<u>No</u>	<u>Don't Recall</u>
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- conditioner? . . . . .	<input checked="" type="checkbox"/> 1.	<input type="checkbox"/> 2.	<input type="checkbox"/> 3.
- hair spray, styling gel, mousse, or pomade? . . .	<input checked="" type="checkbox"/> 1.	<input type="checkbox"/> 2.	<input type="checkbox"/> 3.
- straightener? . . . . .	<input checked="" type="checkbox"/> 1.	<input type="checkbox"/> 2.	<input type="checkbox"/> 3.
- dyes, rinses, highlighter or hair mascara? . . . .	<input checked="" type="checkbox"/> 1.	<input type="checkbox"/> 2.	<input type="checkbox"/> 3.
- hair glitter? . . . . .	<input checked="" type="checkbox"/> 1.	<input type="checkbox"/> 2.	<input type="checkbox"/> 3.
- hair removing creams? . .	<input checked="" type="checkbox"/> 1.	<input type="checkbox"/> 2.	<input type="checkbox"/> 3.

CONTINUE.

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- conditioner? . . . . .	<u>X</u> 1.	2.	3.
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\_\_\_\_1. yes CONTINUE.

\_\_\_\_2. no TERMINATE.

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